

## Objectives

To introduce the new Drought Management Plan to the Customer Forum and gather insight to inform demand-side action. To discuss how Customer Forum members think Bristol Water should manage drought.

Format	Focus groups
Households (number)	1 (n27)
Non households (number)	
Vulnerable customers	
Future customers	
Retailers	
Stakeholders	
South West Water	
Bournemouth Water	
Bristol Water	✓

## Impact on our plan and ways of working

Through this research we were able to take customer feedback on our new DMP and gathered insight to inform demand-side action.

We were also able to gain an understanding of how customers feel we manage drought and where we can improve.

Date	November 2022
Supplier	Traverse

## Key messages – what matters most

### What we did

- A 90-minute Zoom session was conducted with the 27 participants who were a mix of BRL's customer segments
- The online session had a mix of presentations and breakout groups to discuss different aspects of drought management
- Forum members were asked to complete a poll at the beginning of the session and each group was given a water flushing slider exercise to assess how comfortable they were with discoloured water
- During the session, participants were asked how they think BRL managed the effects of heat wave in summer and what actions they took to reduce their water use. Their opinions on specific demand-side measures that are taken at different stages of drought management were recorded and they were asked whether BRL should take further measures to reduce demand.

### What matters most

- Participants were positive about BRL's management of water during summer heat wave. Some felt there was little communication from BRL
- Members were knowledgeable about conserving water, and most were already taking steps to reduce water use
- Members were largely supportive of demand side measures, particularly restraint measures, and more formal bans were also supported to an extent
- Participants said more education should be prioritised to avoid bans and conserve water more generally
- Most participants felt that leakage was important and should be prioritised in times of 'business as usual'
- Most members did not find a potential increase in discoloured water appealing; however, they agreed saving water is important. Most said for households to accept discoloured water there would have to be severe drought conditions and reassuring communication from BRL.

### Are there differing views?

- A few participants questioned why domestic customers would need to change behaviour before businesses. Others could see the economic advantages of businesses being able to operate as usual
- Some acknowledged the significance of conserving water during severe droughts, but concerns were raised that people might still waste water by running taps until clear.

### Next steps

We used the feedback that we need to improve our communication on how scare water is, and not wait to enhance this when water resources are more at risk due to dry weather. Our Every Drip, Every Drop campaign is in place and is the strategy we have to help educate customers to reduce their water usage.